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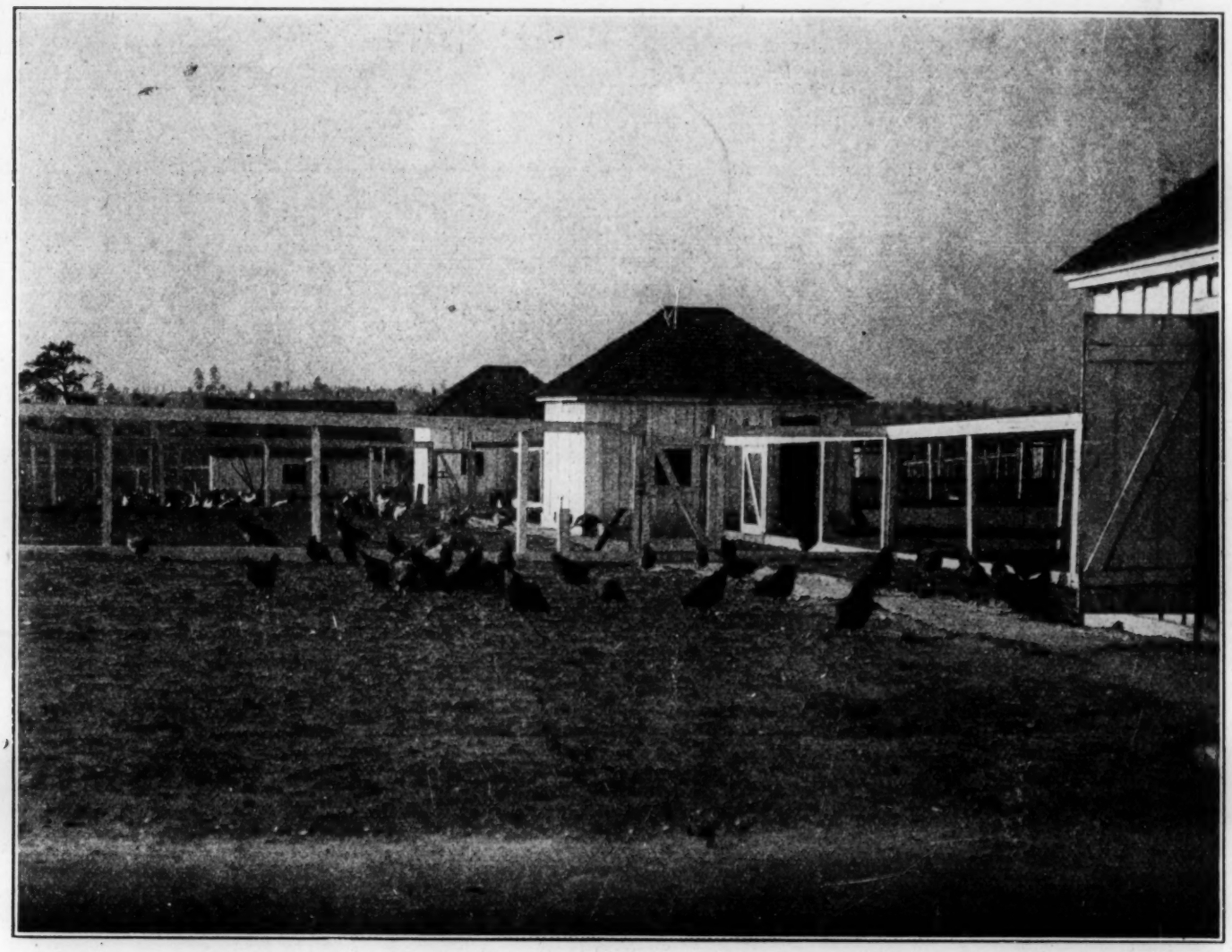
THE NEGRO FARMER
AND MESSENGER

VOL. 3, NO. 6
MARCH 25, 1916

TUSKEGEE INSTITUTE
ALABAMA



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AND MESSENGER

Published Bi-Weekly in the Interest of the Home, Farm and Garden; especially devoted to the Interest of Negro Land Owners and Tenant Farmers and Those Who Employ Negro Labor. The Only Negro Farm Newspaper in the World to be Circulated Among 2,000,000 Black Farmers.

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THE NEGRO FARMER
AND MESSENGER

PUBLISHED EVERY OTHER WEEK.

ISAAC FISHER....Editor and Business Mgr.

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SATURDAY, MARCH 25, 1916

MEMBER
NATIONAL NEGRO PRESS
ASSOCIATION

The Editor's Page

RACE PRIDE OR BUSINESS — WHICH?

Should Negroes buy goods of Negroes because the colored merchants are colored? or—

Should Negroes buy goods from Negroes because the colored merchants give one hundred per cent in value for one hundred per cent in price?

I have read so many articles from colored writers and listened to so many speeches by colored people in which it has been boldly asserted that Negroes should buy from Negroes in preference to merchants of other races, even at financial loss, as a matter of race pride —I have read and heard these arguments so often and I have heard so many colored men who do not think that way denounced as lacking "race pride" that I wonder at my own "lack of race pride" in stating without any apology that I do not subscribe to any such view; do not believe it is best for the colored people; do not believe it can be defended on valid grounds; and do not believe that any sound Negro business enterprises can be built up by the application of any such principle; and I am perfectly willing to be denounced for "not having race pride."

Why Discuss Business

I am writing about this matter because I honestly believe that business development is to be the next field of growth by Negroes; and we might just as well get rid of the notion that business can be developed along any but business lines; and I am trying to help Negro business men by "sticking a pin" in this race-pride balloon so that it may burst forever and our business firms get down to business, doing business on the same business lines followed by most successful business firms. And I am not seeking any benefits by discussing the subject; because my leanings are not toward business but toward research—toward the search for facts, for truth, for first causes and their orderly presentation. I do want to help convince thoughtful Negroes that there is room for some "big men" in the business field.

Supposed Benefits of the "Race-Pride" Policy

It is often urged that if colored people will buy from colored people, even if it be at a little sacrifice, that is, even if we have to pay a little more, at times, for the goods, or if we do not receive the same good service from a colored merchant as from others, the colored dealer will be able to build up a substantial business and while becoming a business asset of the race, will be able to furnish employment to members of the race. To this argument is always added the statement that white merchants, however great the volume of trade given them by Negroes, never give employment to Negro clerks. This last statement is extremely dangerous because by appealing to our race prejudices, it makes us blind to the fact that we are overlooking a sound business principle in trying to strike back at somebody and open new doors for the race.

An Old Business Law

There is a business law as old as the prejudices of the world, namely, that men buy in the cheapest markets; and race has nothing to do with it. All of the Negro's writers and orators, taken together, cannot alter that law; for after they have written and exhorted the Negro to trade with his own race, he will say "Amen" and betake himself to the store where he **believes** that his dollar will go farthest. Very bitterly we complain that he prefers to deal with the white merchant next door even if the price of sugar is the same in each case. Making due allowance for the fact that a race subordinately situated always prefers to be close to and on good terms with the race in power and authority, the fact remains that the Negro **believes** that he is buying in the cheapest market when he trades with the white merchant.

If I show what is in the mind of the average colored man when he chooses his merchant, I believe we shall be able to examine the subject calmly and without bitterness.

When the average colored man goes a-marketing with a dollar in his pocket, this is what he **believes** his dollar is helping him to buy from the white merchant, although he does not analyze it as I am doing and although he may not be correct—

1. One dollar's worth of merchandise.
2. The good-will of one of the ruling class that will help him when—

(a) He has no money and needs credit;

(b) He has been given credit and needs a little more time to pay his bill;

(c) He needs protection in his community;

(d) He falls into the hands of the law;

(e) He needs other favors.

This is why, my colored merchant friends, that even when your prices are the same, you don't always get your share of the trade of your race. The

colored people are buying in what they believe to be the **cheapest market,** where one dollar goes farthest.

Lessons From The Facts

Let us look the facts squarely in the face: The colored merchant is handicapped at the start; and if anybody is compelled to do "up-to-date" business it is this same colored dealer; and **the greatest kindness that we can do the merchants of our race is to say to them that any man who opens a store expecting it to be patronized by Negroes because a Negro owns it and expecting a white man's store to be boycotted because a white man owns it is building upon sand and his business house will fall.**

I advance a step beyond this and say that when we publicly urge colored people to trade entirely with colored people, without regard to the value of the goods sold or the service rendered, so that they may build up business establishments which will provide employment for colored people, we are doing the very thing which will prevent these business establishments from prospering, that is, we are encouraging men and women to believe that a time is coming when a Negro need not give full value for his customer's money but may offer his color as a part of the customer's dollar's-worth. Such a time never will come and every Negro store opened expecting it will fail; and there'll be no employment for Negroes.

Other Races Do It (Do They?)

For a long time I had heard that Greeks, Italians, Poles, etc., in the United States spend all their money with each other. I could not understand this because it was at war with the laws of business. And I searched until I found in the reports of the Immigration Commission that these foreigners, newly arrived in this country, do give all of their trade to their own merchants simply because the latter understand their language and can help them understand the strange customs of our country; but just as soon as they can speak our language well and lose some of their suspicion of Americans, they begin **buying in the cheapest markets.**

No Philanthropy In Business

There is no philanthropy in business. You either give a man as much as any other man does for his dollar or the man, plus his neighbors, will put you out of business. Nobody is going to pay one mill to a merchant for being "colored." People do not care a continental about the skin of a merchant when they need two dollars' worth and have but one dollar—they are going to spend the dollar in the cheapest market; because it's human nature and common sense to do so.

It has been folly—ask any colored merchant; it is folly; and it will be folly to expect the average man to give something in the way of higher prices to help a colored store stay on its feet.

Where Does The Colored Store "Get In"?

What hope is there for the colored merchant, then? you ask. Read the stories which colored men and women have told in the National Negro Business League of how they "made good" in business and you will have the answer:

They recognized the fact that they were handicapped from the start and they went into business and—

1. Gave goods equal in quality to those sold by other merchants and at the same prices.
2. Gave greater attention to pleasing their customers than other merchants.
3. Gave the customers some advantages which they could not secure with other merchants.
4. Did everything in their power to show customers that a dollar went as far in their store as in any other place.
5. Kept their stock up-to-date, their stores neat in appearance and free from idle loafers.
6. Never closed up their business to go to picnics or celebrations.

Results—

They attracted customers.

Negroes traded with them.

White people bought from them.

Their stores became known as reliable "business houses"—not "colored stores."

Their credit became firmly established so that they could buy what their trade demanded.

Their business increased; and—

They were able to hire colored clerks and to remain in business and continue to hire colored clerks, all because—

They did business instead of beg people to pay them for being colored.

The Only Way

This is the only way by which Negro business is going to succeed; and I don't care how bitterly any one may resent this bald statement of the truth, nor how far I may be set outside of the ranks of the faithful, charged with having no race-pride, long, long after I have gone from earth, men of my race will realize that business has to be conducted along business and not color lines; and that the only business that will stand and be able to give employment to colored pepole is the business which gives value and not color and race for a man's dollar.

What of Segregation, Anyhow?

Today, the Negro faces a new peril, that of unrighteous segregation. I have no lecture to deliver to the white people who believe in it, for I am not the keeper of their conscience; and I am not talking to them now, anyhow. I believe it is wrong and I shall not lift my voice or use my pen in favor of segregation in business because I believe it is unjust to the buyer, unjust to the seller and dangerous in its effects so far as it puts whites and blacks farther apart and it does not accomplish that which might be its only excuse.

Conclusion

The Negro, like all other people, will buy in the cheapest market.

If a white store is the cheapest market, he will buy there. That is wise.

If a colored store is cheapest, he will buy there. That, too, is wise.

No one has any money to spare for the color of a merchant. That's the truth.

—ISAAC FISHER.

FOOD CAMPAIGN IN MACON COUNTY

On March 10, 14, 15, and 17, respectively, the Agricultural Department of Tuskegee Institute, George R. Bridgeforth, Director, sent out from the school two groups of extension and agricultural workers to conduct a campaign in favor of a greater production of foodstuffs in Macon County, Alabama. In each party were men and women who discussed various phases of the general subject.

Subjects Discussed

The main subjects discussed were (a) food requirements of working people; (b) food requirements of working animals; (c) pig growing; (d) canning

of fruits and vegetables; (e) getting ahead of the boll weevil; (f) making of home and school gardens and (g) minimum amount of foodstuffs that should be grown by each family.

All the meetings were held at schools, notices having been sent to each one that the party was coming. In each case, the teacher, co-operating with the party, made it possible for parents and children to have part in the general instructions given.

Lecturers and Schools

The groups changed their composition from day to day. Group One, on March 10, composed of T. M. Campbell, Miss N. J. Coleman, Mrs. G. B. Thornton visited Solomon's Chapel, Russell Plantation, Sweet Gum and Tysonville schools.

On the 14th, these speakers were changed and T. N. Cowen, H. H. Harris and Miss B. P. Thompson visited the Chehaw, Mt. Zion, Notasulga, Brown Hill, and Shiloh schools.

On the 15th, W. M. Rakestraw, E. C. Dobbs, and Miss N. J. Coleman were the lecturers, visiting Washington Public School, Washington Training School and Whitlow School.

And, finally, this group changed on March 17th to C. W. Greene, Kimmuel Huggins, Miss Luella Hanna and Miss B. P. Thompson, the party lecturing at Damascus, Mt. Pisgah, Union and Fort Hull schools.

Group Two

Group Two, composed of Isaac Fisher, C. W. Greene, H. H. Boger, and Mrs. Isaac Fisher visited on March 10, Old Rising Star, Harris Barrett, Simmons Chapel and Golddust schools. On the 14th, H. H. Boger, J. J. Jones, Kimmuel Huggins and Mrs. G. B. Thornton lectured at Big Swamp, Pine Grove, Society Hill and Brownville No. 2 schools.

On the 15th the group changed to C. W. Greene, Kimmuel Huggins, A. J. Wilborn and Miss B. P. Thompson, and visited Macedonia, Magnolia, Warrior Stand, and Dawkins Schools.

And on the 17th, R. C. Atkins, R. S. Pompey and Mrs. G. B. Thornton closed the campaign at Bethel Grove, Cole Station, Baldwin Farms and New Rising Star.

There is no doubt but that much good has been accomplished in repeating over and over the advice that people must grow more of their food supplies.

DORSEY COMMUNITY

Lee County, Opelika, Ala.,
March 2, 1916.

Dear Editor:

Please allow me space in your paper to write a few lines concerning my work this term.

I began teaching here at the Dorsey School the first of November last. We have a new schoolhouse built on the modern plan, with class room, industrial room, kitchen, library and two cloak rooms. I taught two months in an old church. The schoolhouse was not enough completed to be used. The last two months after Christmas we moved to the new building, yet it has not been completed and received. The blackboards are not in, and the inside is not painted. I cannot find the reason the carpenter that has the contract doesn't finish it. The school is provided with desks but they are not stained. The kitchen was not used this term.

O, how the children enjoyed the work room! During the time of two months with one work day (Wednesday) in each week, we were able to make shuck foot mats, different articles from pine straw as hats, mats, lunch baskets and work baskets, besides needle work of various kinds. Then the work was put on exhibit at the end of school.

There are two acres of land that belong to the school, given by Mr. John I. Dorsey, of Opelika, Alabama. The school bears his name and is located on his plantation.

Among the farmers we have one that carries the banner, namely: Mr. Paul Cooper, who has fourteen in his family and boards the teachers. This past fall Mr. Cooper killed over a thousand pounds of meat, made one hundred and sixty gallons of syrup and enough of foodstuffs to carry him over another year. One of his hogs weighed 600 pounds; one of the hams weighed 36 pounds. He has now eight acres of wheat growing and has already put out twenty acres of rough manure. Mr. Cooper makes no mortgages whatever. You see, he is a live wire. He never has visited Tuskegee Conference, but hopes to.

Any visit from Tuskegee will be highly appreciated.

GOOD WORK BY A JEANES SUPERVISOR

To the Editor and Friend of this valuable paper:

We are certainly glad to have the pleasure of publishing the work done in Houston County colored schools for the term of 1915-1916. First I want to thank the teachers and patrons for their hearty co-operation in the work. Most of the teachers did all they could to make the work a success while others were too sorry, but I feel our work is taking a great effect upon the people in the different communities in Houston County, in the way of making them see and know wherein they need better schools, churches and improved homes; and they are beginning to rally to their needs along the lines of improving their schools. Reports are as follows:

Greenvalley School

Runs three months; raised in the School Improvement Club and Mothers' Clubs, $7.30; paid teacher $30, making a total of $37.30; number of scholars, 68. These clubs were organized at every school for improvement of the school; either on building or lengthening term and paying the teachers' salary.

Big Creek School

Runs five months; raised in clubs, $12.50; paid teacher $80.25; making a total of $92.75; number of scholars, 128.

Cottonwood School

Runs four months; raised in clubs, $40.25; paid teacher, $57.00; amount of subscription on building, $110.00; making a total of $97.25. Number of scholars, 96. They are going to qualify themselves for building a new schoolhouse on the State plan by the 1st of May, 1916.

Smithville School—Runs five months; number of scholars, 72.

Wilson School—Runs three months; raised in clubs, $12.50 on school building; Cowarts Community Club raised $25.60 on school building; and also organized school farm.

Smyrna School—Runs five months; pays the teacher $40 per month.

Box School—Runs five months; raised in clubs, $15.50; pays the teacher $40. Has organized a school farm.

Williams School—Runs two months; clubs raised $12.25 on school buildings; school farm organized.

Macedonia School—Runs four

months; raised in clubs, $46.50; paid the teacher, $60. Subscription on building on State plan, $130.50, and school farm of 17½ acres.

Philadelphia School—Runs five months; raised in clubs, $8.50; paid the teacher, $103.11; school farm organized.

Mt. Nebo—Runs three months; **Ashford,** five months; raised in clubs, $12.-50.

Madrid—Runs four months; raised in clubs, $25.60; paid the teacher, $40.

Kinsey School—Runs three months; paid teacher, $40; raised in clubs, $6.50.

Crosby School—Runs three months; raised in clubs $52; paid the teacher, $15. School farm organized.

Total paid to teachers, $535.36.

For Improvement, $266.50.

Grand total, 801.86.

Nearly all the schools have done some nice industrial work which will be shown later.

Yours for the improvement of schools and homes,

HATTIE R. SMITH,
Houston County Colored Supervisor.

SOUTH CAROLINA FARMERS

At the close of the Annual Farmers' Conference held at the State Agricultural and Mechanical College, Orangeburg, S. C., March 8-10 inclusive, all of the Negro Farm Demonstrators of South Carolina being present, the following resolutions were adopted:

Whereas: We, the farmers assembled here from all parts of South Carolina, and wishing to better our conditions throughout the State along agricultural and educational lines, and

Whereas: We believe that an expression of the sentiments of this Conference will be of material benefit to communities everywhere in this State, in giving them some plan by which they may work for the coming year, we recommend the following:

1. Less commercial fertilizers; more compost.

2. Diversification of Crops:

(a) Less cotton.

(b) More corn, potatoes, sugar cane, wheat and rice.

(c) More live stock.

3. More careful seed selection.

4. An increase in farm machinery.

5. More cover crops, such as rye, oats, wheat and barley, thereby giving more grain.

6. More legumes for grazing and for soil building during the winter months.

7. More cow peas in the corn rows and also broadcast, to the end that we may have more and a better quality of hay, and a larger quantity of seed peas.

8. We recommend that clubs for the farmers and their wives be organized in every community, to the end that country life may be made more enticing.

9. Land ownership is essential to good citizenship; therefore we urge that there be a more definite policy of "home getting."

10. Realizing that the child is the foundation of the future man, and with our knowledge of the very poor and unsatisfactory conditions of the Negro schools in South Carolina, we urge that every community organize for the specific purpose of improving the rural school facilities. We would further stress the importance of co-operation between the church, the college, the school, and all other organizations to bring about the desired result.

Committee,

B. F. Hubert, R. W. Westberry, J. E. Blanton.

HOW MUCH ARE YOU WORTH? DON'T "GUESS"

Actual Financial Condition Can Only Be Ascertained By Careful Figuring—A Small Investment But Big Returns Are Possible. Purchase a Blank Book and Take an Inventory of Your Farm

There are two ways of arriving at an answer to this. One is to shut your eyes and guess. You may guess right or you may miss it. The other way, and it is a very practicable one, is to take a pencil and paper and figure it out.

To do this, write down a list of everything you own. Assign a fair market value to each item. Include everything you have, even cash on hand and in the bank, bills receivable, and also give a value to crops that may now be growing, and are to be harvested next year. From this subtract your total liabilities and the result will be your net worth.

Put this away until next year. Then, figure your net worth again. The difference between your net worth at the beginning and the end of the year will be your gain or loss.—O. S. Rayner, Colorado Agricultural College, Fort Collins, Colo.

GREAT MEETING EXPECTED AT STATE TEACHERS' ASSOCIATION

The final arrangements are being made for the annual session of the State Teachers' Association which will be in session in Birmingham, Alabama, on April 5th, 6th and 7th, 1916. It is expected that in point of interest the sessions will be intensely interesting from beginning to end. Some of the strongest teachers in the State are to discuss matters of importance to the teachers, both in rural and urban centers. Round Table discussions will be features of the meeting.

For example, the subject, "How I built a Rural Schoolhouse" will open the way for a general discussion of ways and means through which new rural schoolhouses have been really built; and the general subject of "work in the rural and city schools," will come in for considerable discussion.

In addition to the strong colored speakers, a number of white public officers and publicists have consented to appear on the program. It is very likely that in addition to other white speakers, His Excellency, Honorable Emmett J. O'Neal, former Governor of Alabama, will be present to speak at one of the sessions.

SUCCESSFUL METHODS WITH MELONS

(M. I. Branch, Columbia County, Ga.)

For watermelons I usually select sandy land, with clay subsoil recently cleared, or land of the same character that has been lying out sufficiently long to be free from grass seed. If desired to plant on land other than the above, a pea sod is selected, as vegetable matter is very important to successful melon growing, especially where guano is exclusively used.

The land is thoroughly broken and harrowed at least a month before planting. The rows are checked off 10 feet apart with six-inch shovel plows. The furrows are then opened right and left which gives a deep furrow, and at each check I put a peck of well rotted stable manure. About 100 pounds of high grade fertilizer is drilled in the furrow. Three furrows

are thrown on that, then 100 pounds per acre is drilled in each of the listing furrows from one end of the row to the other, in all 300 pounds. The listing furrow is covered, which makes the bed for planting. The fertilizer usually analyzes 4% nitrogen, 4% potash and 8% phosphoric acid, but of course the potash can't be had now. Where commercial fertilizer is to be entirely depended upon, double the quantity should be used, and applied in the same manner.

For an early crop of melons, I plant when the apple trees are in full bloom. When ready to plant the bed is opened with a hoe and from eight to ten seed put in each check, covering to a depth of two inches, and firming the ground over the seed with the back of the hoe. It takes about one pound of seed to plant and replant an acre.

As soon as this size will permit, I run a sweep, just as for cotton, around the plants. This cultivation is continued every week or ten days, getting as close to the plant as possible, using a larger sweep, as the plant increases in size. The middles are kept clean with a sweep and I lay by the crop entirely clean; when it is in full bloom. I avoid moving the vines as much as possible, and this can often be done by using a 24 or 30-inch sweep, allowing the wings to run under the vines. When the plants have four leaves they are thinned down to one, when a light hoeing is given. All defective melons are culled as soon as detected.—Southern Farming.

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The following persons may purchase land and homes at Baldwin Farms:
A. Graduates of Tuskegee Institute Agricultural Department. B. Persons who have been influenced by the Tuskegee Institute Farmers' Conference, Short Course in Agriculture, or other agencies

For further information write to Clinton J. Calloway, Manager, Tuskegee Institute, Alabama; or
A. A. Chandler, Baldwin Farms, Route 1, Milstead, Alabama.

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ers located in Weld County, Colorado, is a big man of broad views, determined purpose, and a tremendously vigorous personality. His outlook is distinctly practical. He lives to put as many of his race as possible on their feet. At this moment he has a bunch of two hundred fifty of them fairly started toward independence. He is deeply conscious of the fact that colored people are of the soil in tastes and capabilities; he is getting them close to the soil. In a word he is, in a way and to a degree, a Booker Washington in conviction, purpose, and endeavor. His band of settlers is the pluckiest lot of agricultural toilers of whom I have any knowledge.

"The first week there were only seven families in the settlement," says Mr. Johnson, "and we had only three teams. We managed to get in garden corn, melons, pumpkins, squash, Mexican beans, and potatoes. We cleared a few acres for hay ground, removing the sagebrush by hand, the women and children wielding grubbers as industriously as the men, though not as sturdily perhaps; and after grubbing we plowed, harrowed, and burned the remaining brush. Only two of us had wooden houses. Our sufferings were intense, as we had scarcely any wood to burn. Three of our horses died from starvation and the other three were too weak to pull an empty wagon. Now we have 20 teams, 28 cows and calves, 32 breeding hogs, 100 chickens, and all kinds of farming implements and tools. We have 595 acres planted to crops and 300 acres in native hay. Conditions point to a very favorable season and we hope to prove our worth to the soil and the community in which we live by raising a bumper crop, so that our success may be an incentive to thousands of others of our race to come back to the land in some part of this great region."

—*Southern Workman.*

LINES FROM A GREAT SONG

By Cardinal John H. Newman

Lead, kindly Light! amid the encircling gloom,
Lead thou me on,
The night is dark, and I am far from home,
Lead thou me on;
Keep thou my feet; I do not ask to see
The distant scene; one step enough for me.

I was not ever thus, nor prayed that thou
Shouldst lead me on;
I loved to choose and see my path; but now
Lead thou me on:
I loved the garish day, and spite of fears,
Pride ruled my will. Remember not past years.

LOOK MEN!
Learn the Real Estate Business

This business offers great chances for Colored Men matters not where you live. It is Profitable and Pleasant. No capital is required to start. Here is your chance; to get Complete Course containing 121 subjects, neatly boun : and handy to carry. Buckeye Covers, 75c, Silk Cloth Covers, $1.00 postpaid. Circular of Information Free.

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BEST STOCKED DRUG STORE IN TOWN
REGISTERED PHARMACISTS SERVE YOU

"If you believe in efficiency and want service, trade with us and you will not be disappointed."

OUR BIG NEW SUNDRY STOCK OFFERS TO YOU IN A GREAT VARIETY SUCH HOLIDAY GIFTS AS:

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(Something New)

COMB AND BRUSH SETS TOILET ARTICLES PERFUMES
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CUT GLASS THERMOS BOTTLES CIGARS CUTLERY

AND JUST WHAT YOU WANT IS OUR WATCHWORD TO CAREFUL BUYERS

LEWIS' DRUG AND SEED STORE
The Rexall Store

Below Postoffice Phone 131 Tuskegee, Alabama

H. A. LOVELESS UNDERTAKING CO.

206 N. Court Street Montgomery, ALa.

We are as close to you as your nearest phone. When in need, we solicit your patronage.

Office Phone 245 We Never Close Residence Phone 142

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Exelento Medicine Co., Gentlemen: I am sending you my picture to show you what your
EXELENTO QUININE POMADE
has done for my hair. It has grown to 26 inches long and very thick hair; it is soft and silky, and can now fix up my hair the way I want to. It is certainly the best hair grower in the world it also keeps the scalp very clean.
CELIA GREEN.

Don't let some fake Kink Remover fool you. You really can't straighten your hair until it's nice and long. That's what
EXELENTO QUININE POMADE
does, removes Dandruff, feeds the Roots of the Hair, and makes it grow long, soft and silky. After using it a few times you can tell the difference, and after a little while it will be so pretty and long that you can fix it up any way you want to.

If Exelento don't do as we claim, we will give you your money back. Try a box. 25c by mail on receipt of stamps or coin.

AGENTS WANTED EVERYWHERE.
Write for particulars.
Exelento Medicine Co., Atlanta, Ga.

LATEST STYLE SUIT FREE
JUST TAKE A FEW ORDERS

Made to your measure and tailored to your order from the finest cloth. You couldn't buy a better suit, but it won't cost you a cent. Simply use your spare time to advertise us and take orders. It's easy and pleasant. You can make
$5 to $10 a Day
by wearing our swell clothes and taking measures. They are way ahead, cheaper, better, more stylish. Write quick for newest sample outfit, measuring chart, cloth samples, style book, tape line, inside prices & how to start.
All Free! Even if you can't be our agent, get our special offer on a suit for yourself just to advertise us. We want a good dresser to wear our clothes in every town. Hurry—and be the first. Send a postal NOW
Paragon Tailoring Co. Dept 331 CHICAGO
36 OTHER STYLES—60 KINDS OF CLOTH FOR YOUR CHOICE FROM

Winners from the Soil

COLORED FARMERS WHO HAVE POSSESSED THE LAND

The following is clipped from the Philadelphia Public Ledger.

SUCCESS OF "DUNK" MCLAURIN

Major Moton, Booker Washington's Successor, Tells of "Dunk" and other Negroes

To the Editor of Public Ledger:

Sir:—Monroe A. Work, who has charge of the Bureau of Research at Tuskegee Institute, Alabama, has provided me with the following information about "Dunk" McLaurin, a successful North Carolina farmer.

The success of "Dunk" McLaurin in selling $300 worth of cotton and having 12 bales left, to have been able to pay all of his debts and besides have on hand wheat, corn, peas, potatoes, hay and meal, is a worthy example for all Negro farmers. McLaurin's success is the sort of success which, I am pleased to say, many other Negro farmers are making.

I was very much interested recently to note an account of another North Carolina Negro farmer, of whom the Charlotte Observer of that State said: "Some of the most enterprising farmers in the State are colored men, and it is characteristic of them that when they once establish a record they hold to it. Such is the case with G. W. Kistler, a colored farmer of Cumberland County. For a number of years he has been the seller of the first bale of new cotton on the Fayetteville market, and he has just repeated the performance for the present season. Should Kistler ever lose the record, the Observer would confess to disappointment. The Negro who holds a record in any line for good endeavor deserves the encouragement of his white neighbors and friends, and generally has it—at least that is the sentiment in this section of the State."

Among the Negroes who are making success as farmers I might mention N. H. Jeltz, who farms near Abbeville, Kan., and is reported to have harvested 6000 bushels of wheat the last year and to have sold 4000 bushels of the same at $1.20 per bushel.

B. General, said to be the largest Negro farmer in South Carolina and to

Beautiful Negro Pictures

Latest size 16x20 Dr. Washington; Charge of The Colored Troops, and three others. Family Records, Mottoes: 1 for 25 cents, 16 for $1.50. Dr. Washington on Post Cards and other Negro Cards. Easter, Birthday, appropriate verses, 100 for 60 cents. 15 samples 10 cents. All goods Postpaid. Hot sellers for agents.

J. Griffith Art Co., 458 W. 57 St., New York City

The Evelyn Horton System Of Hair Culture Is Of Unsurpassed Merit.

GET A DIPLOMA FROM EUREKA SCHOOL of HAIR CULTURE

USE HOR-TON-A (Trade Mark)

LEARN to GROW HAIR and be INDEPENDENT

If a woman has long hair it is a glory to her. This Biblical saying sums up the ambition of woman to possess long and beautiful hair. Madam Horton has made it possible for every woman to obtain this ambition by the use of HOR-TON-A, her Wonderful Hair Growers. If your hair is short, rough, stubby, breaking off or falling out, if you have dry-tetter or eczema, HOR-TON-A will successfully cure them and start your hair immediately to growing. We guarantee our preparations, if used according to directions or your money refunded.

MADAM EVELYN HORTON

Write for our liberal terms to Agents.

In answering please mention this paper.

Address and make all money orders payable to

Madam Evelyn Horton,

2806 Lucas Ave. - - St. Louis, Mo.

Sweet Potatoes For Sale

The Tuskegee Normal and Industrial Institute will sell a limited quantity of Sweet Potatoes between now and March 1st. at 75cts. per bushel.

Beginning March 1st. we will furnish the public early potato slips of the Triumph, Porto Rican Yam, and Bunch Yam varieties for early potatoes.

G. R. BRIDGEFORTH

Director Agricultural Department.

One of the Greatest of Modern Inventions

Liquid Glass

Preserves eggs at a cost of half a cent a dozen. No bother. No mess. No spoilage. Eggs really stay fresh. Beats cold storage. Eggs retain flavor and quality.

Men and Women Agents wanted. Write for terms.

S. P. BOYER 2110 Fitzwater St., Philadelphia, Pa.

own 1700 acres of land, at one time during the last year sold for $5000 105 bales of cotton, which was a part of his 1914 crop.

Another successful Negro farmer, whom the readers of the Public Ledger will no doubt be interested to know about is Bartow Powell, of Albany, Ga., who is the wealthiest and most extensive Negro farmer in Georgia. He owns about 10,000 acres of land. He has on his plantations 90 families. To carry on his farming operations Powell uses 100 mules and 15 horses. In addition to large quantities of grains and cereals, he raises each year from 900 to 1000 bales of cotton. At one time last year he sold at 8c. per pound 864 bales of cotton which he had left from his 1914 crop and for which he received $35,000. For 24 years Powell held the Government contract for improving the Flint River. He began as a cabin boy on the boat engaged in dredging this river and by diligence rose to be the contractor. He invested his money in farming and timber lands along the banks of the Flint River, and in this way acquired most of his holdings. It is said that $300,000 is a conservative estimate of his wealth.

At the Mississippi-Alabama Fair, held at Meridian, Miss., a Negro farmer of Marion, Miss., by the name of Johnson won six prizes for fine hogs.

At the Mississippi-Alabama Fair, held at Meridian, Miss., a Negro farmer of Marion, Miss., by the name of Johnson won six prizes for fine hogs.

The champion corngrower of Missouri is a Negro, N. C. Bruce, principal of the Bartlette Industrial School for Negroes at Dalton, Mo. Bruce's corn won the State sweepstake prize for the highest yield of corn on upland soil. In 1915 the Governor of Missouri sent Bruce to represent the State at the Universal Corn Exposition at San Francisco. The Panama Exposition awarded Bruce a medal for the finest quality of corn shown and for the largest yield per acre. He received $2,000 in cash premiums.

These Negro farmers which I have mentioned are examples of thousands of Negro farmers throughout the South who, by their industry and thrift, have laid the foundation and made possible the great progress which the Negroes have made in the last 50 years. They are a valuable asset to the South. They are doing much toward helping to bring about a better understanding between the races.

R. R. MOTON,
Commandant of Cadets, Hampton Normal and Agricultural Institute.
Hampton, Va., February 25, 1916.

Colored People's Progress

A new race history, soon to be placed on the market at $1.50; the publishers Austin-Jenkins Co., Washington, D. C., Warder Building, are now placing agents, anyone wanting the agency may secure a fine prospectus free for 15 cents in postage.

BOOKER T. WASHINGTON

Before death wrote his own story of his complete life from the cradle to the grave. People want the authentic book. Price $1.25. We pay the express. Outfi and large picture free for 15 cents postage. Act Quickly

MULLIKIN-JENKINS, Publishers
Washington, D. C.

1916 Spring Suit Free

A WONDERFUL amazing OFFER

If you are a live wide-awake man we want you to get one of our elegant Spring suits, made to YOUR measure, absolutely FREE. All we ask you to do is to wear it, show it to your friends, and take a few orders for our High-Grade, Made-to-Measure Clothes.

$25 EXTRA A WEEK AND YOUR OWN CLOTHES FREE

Does it look good to you for a little spare time? Write at once or simply send us your name on a postal and we will send details of this "STARTLING OFFER." We will also send you FREE a large assortment of cloth samples and dozens of fashion plates to choose from.

NOTHING LIKE IT EVER OFFERED by any other Tailoring House. We don't ask you to spend your cash profits for your clothes. Ours is a new and better plan. Write at once, be the first in your town to get this FREE suit.

SPENCER MEAD CO., Dept. 826, CHICAGO

GET Your FISH and OYSTERS

Direct From the Coast Shipper that Sends Them to You

Fresh From the Waters to Your Market

We have all Gasoline Boats that go and come quickly and bring the stock in as fresh condition as it is possible to land it.

Can you wonder why we do such a big Fish and Oyster business? We've got the facilities and can give you the service. Write us for prices.

Star Fish and Oyster Company, Mobile, Alabama

"THE SANITARY OYSTER PACKERS"

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Every colored woman should have one. We guarantee every article we sell or money refunded All hair will positively stand combing and washing the same as your own.

We manufacture a **STRAIGHTENING COMB** of solid brass, with extra heavy back, absolutely the best and most serviceable made, fully guaranteed. With each comb we sell at the low price of 89 cents we give a lamp cup free. Send your order for this straightening comb today

Sent postpaid for 89c.

A FULL LINE of Hair Brushes, Nets and Toilet Articles is illustrated and can be bought for less than offered elsewhere.

Send two-cent stamp for book today

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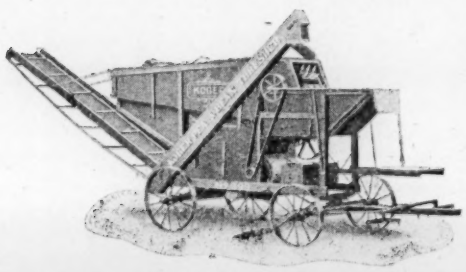
The Improved KOGER PEA, BEAN and GRAIN THRESHER

Suited for all farmers because it threshes most all of the crops he grows. A perfect combination machine.



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It's a power thresher, but it doesn't cost much. Suprising how easy you can buy it, yet it pays for itself many times a season.

The Koger is for all work—threshes peas, soy beans and velvet beans from the MOWN VINES without trouble; threshes peanuts, sorghum, rice, millet and WHEAT and OATS. "The machine I have been looking for for 20 years."-- Prof. Massey.

It does ALL the work ALL the time and we guarantee it fully.

Surely you want to know all about this ONE machine that takes the place of several different machines. Then write now for booklet 101

KOGER PEA AND BEAN THRESHER CO., Morristown, Tenn.

Call On Your Merchant For

ALAFLAGA SHOES

We guarantee and stand behind them

THE PITTS SHOE CO.

Wholesale Distribution

Montgomery, Alabama

Look for the Red Flag on the box, and the stamp on the sole

FRESH MEDICINES

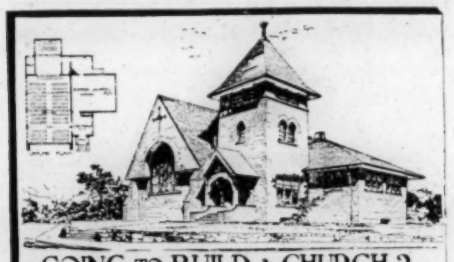
At a Modern Drug Store

Perfumes, toilet articles, cold drinks, clean, fresh medicine, rubber goods, shoe polish and everything in the drug line.

Special care given to prescriptions

Trade at JOHNSTON BROS. DRUG CO.

Tuskegee, Alabama



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Makes Dark, Brown or Sallow Skin Whiter

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Get the Original and Genuine Made Only by

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AGENTS WANTED. Write For Terms.

The Agricultural and Mechanical College

For the Colored Race

Maintained by the governments of the United States and of North Carolina. Three strong departments: Academic, Agricultural and Mechanical. Night school for the needy students. Well equipped. Trade school courses leading to the degrees of Bachelor of Science in Agriculture and Bachelor of Science in Mechanics. Board, Lodging and Tuition $7.00 per month. Fall term begins September first, 1914.

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FOR MALES ONLY

Write at once for catalog or Free Tuition

James B. Dudley, *President*, Greensboro, N. C.

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Do You Know

The latest facts of Negro Progress along all lines?

About the latest phases of the Race Question in all parts of the world?

What is the most recent legislation affecting the Negro?

What are the present policies with reference to Negro Education?

The number of days of schooling per year for every Negro child if each one got his share?

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How Negro slavery was instituted in this country?

The origin and status in slavery of the Free Negro?

About the black counties in the South in 1860 and 1910.

The laws of the several States relating to intermarriage of the races?

How much sickness and deaths cost Negroes annually?

All the above facts and much other new information are given in

The Negro Year Book

For 1914 and 1915

MONROE N. WORK, Editor

This, the third edition of the Negro Year Book, has been enlarged and revised. Its 400 pages bring down to date in systematic summary form all the facts about the Negro in America. Meets the demand for concise information concerning the condition and progress of the Negro race.

The list of articles and publications, general and particular, have been revised and enlarged. These furnish the reader with additional references to every phase of Negro life, or, the Negro problem. Full Index.

Price 25c. By mail 35c.

Reductions will be made to persons desiring ten or more copies.

Agents wanted. Write

The Negro Year Book Co.

Tuskegee Institute, Ala.

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Names and Addresses of persons who wish to increase their income in spare time. Ask for free circular.

Frank L. West,

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Complete Course by Mail or by Personal Instruction.

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LELIA COLLEGE OF HAIR CULTURE

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Is Your Hair Short Breaking off Thin or Falling Out?

Have you Tetter, Eczema? Does your scalp itch? Have you more than a normal amount of Dandruff? If so, write for Mme. C. J. Walker's Wonderful Hair Grower, which positively cures all scalp diseases, stops the Hair from falling out and starts it at once to Growing.

A Six Weeks' Trial Treatment sent to any address by mail for $1.70 Make all money orders payable to Mme. C. J. Walker. Send stamp for reply. Agents wanted. Write for terms.

These Remedies are manufactured only by

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In writing business firms always say, "I saw your ad in THE NEGRO FARMER." This helps you and doesn't hurt us.

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Advertisers, a Word!

Read this and see if You Belong in the List Below

Because of the fact that the European War has struck the Cotton-growing States such a stunning blow, all newspapers, farm papers and all who wish the South well are advising Southern farmers to grow less cotton and more food. As a result, the following dealers, if they are far-sighted, will reap a harvest from the War — DEALERS IN Garden Seed, Hogs, Chickens, Ducks, Geese, Guineas, Cows, Hares, Orchard Plants, Sheep, Eggs, Mail-Order Goods that are Cheap in Price

THE NEGRO FARMER reaches that class of farmers who are interested in the articles above

An Advertisement in THIS Paper WILL PAY

Why Everybody Should Read

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It is a standard, high grade Farm Journal, written in the simplest language.

For the Women on and off the Farm

It is a source of help in the home, garden, laundry, kitchen and on the poultry yard.

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It is always full of supplementary matter especially suitable for the class room. Several teachers in the Tuskegee Institute use the papers regularly in their classes.

For Colored Children

Its stories of how colored men and women are succeeding are said by many teachers to be the best of their kind to be found anywhere.

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The Negro Farmer is a necessity. Its "Farmers' Dictionary" explains all public questions, fully, carefully and in an interesting manner.

For White Landowners Who Employ Colored Farmers

The Negro Farmer is a splendid investment if it is put into the hands of colored tenants and laborers.